

THE SATURDAY EVENING POST

The Magazine of American Living



2014 Media Kit

THE SATURDAY EVENING
POST

WINNER!
2013 Great American
Fiction Contest
PAGE 80

Shirley MacLaine
On Love,
Laughter
& When to
Quit Yoga

JAILHOUSE BLUES
How America Became
The World's Superpower
Of Incarceration

PLACEBO POWER
Tapping the Mind's
Amazing Ability
To Heal

PLUS!
Hearty Winter Soups
From America's Top Chefs
7 Rules of the Desert
Norman Rockwell's
Valentine Kiss
The New Mini Tablets

JANUARY/FEBRUARY 2014 \$3.95

2014 Editorial Calendar

THE SATURDAY EVENING
POST

The Saturday Evening Post also features original fiction by America's best writers in every issue.

JAN/FEB

ad close: 11/29 materials: 12/06

- Health** Heart Health feature
- Money** Should you pay down your mortgage?
- Tech** Privacy in the Internet Age
- Food** Taking Comfort: Slow Cooker Recipes
- Career** Mid-Life Career Change Strategies
- Fiction** Winner 2014 Post Great American Fiction Contest
- Pop Culture** 50th Anniversary—Beatles' Invasion of America. How they changed us, including archival articles and photographs from 1964.

JUL/AUG

ad close: 5/16 materials: 5/23

- Health** 7 Secrets to a Better Sleep
- Money** Are Bank CDs Passé?
- Tech** 7 Ways to Take Better Smartphone Pics
- Food** Fire Up the Grill! BBQ Recipes
- Travel** Offbeat Beaches

MAR/APR

ad close: 1/17 materials: 1/24

- Health** Update on Stem Cell Research
- Money** 6 Tax Deductions Few People Use
- Tech** 15 Ways to Make Your Life Easier
- Food** The Perfect Brunch
- Travel** Following America's Whiskey Trail
- Pop Culture** America's Fascination with Weather

SEP/OCT

ad close: 7/18 materials: 7/25

- Health** Breast Cancer Update: National Breast Cancer Awareness Month
- Health** Secrets to Longevity—Latest Science
- Money** Cars and Cash—The best way to pay for your new car
- Tech** 5 Ways To Boost Your Home's Wi-Fi Signal
- Food** Garden Harvest Meals
- General** 50 Things to Know by Age 50

MAY/JUN

ad close: 3/14 materials: 3/21

- Health** Memory Lessons: Retraining the Brain
- Money** 7 Signs of an Investment Scam
- Tech** Top Phones for Under \$100
- Food** Light and Lean Spring Salads
- Travel** Midwest Roundup: Visiting sites of the Underground Railroad in Ohio; America's largest genealogy library in Ft Wayne; Macinac island in Mich, and more.

NOV/DEC

ad close: 9/19 materials: 9/26

- Health** Diabetes Feature (Nat'l Diabetes Month)
- Health** New Advances in Pain Control
- Money** Retire Rich! Guide to Financial Independence
- Tech** Tech Gift Guide, what's new for 2015
- Food** Holiday Entertaining: Appetizing Appetizers
- Travel** European River Cruises

SPECIAL INTEREST PUBLICATIONS:

SPECIAL HOLIDAY ISSUE: Happy Holidays from Rockwell and Friends! (On-Sale: 10/15/13)

SPECIAL HEALTH ISSUE: All Your Health Questions Answered (On-Sale: 1/1/2014)

SPECIAL HOLLYWOOD ISSUE: The Golden Age of Hollywood (On-Sale: 4/8)

SPECIAL AUTOMOTIVE ISSUE: The Fabulous History of The American Car—The First 75 years (On-Sale 8/19)

SECOND ANNUAL SPECIAL HUMOR ISSUE (On-Sale: 10/15/14-est)

Note: Editorial is subject to change.

The Reader

THE SATURDAY EVENING POST



Total Circulation	357,126
Subscription Based	99.3%
Readers Per Copy	6.3
Total Readership	2,256,000

Source: Audit Bureau of Circulations June 30, 2013; 2013 GfK MRI Spring

Male/Female	45/55%
Median HHI	\$54,321
Median HH Net Worth	\$228,287

	Comp	Index
Attended/Graduated College+	64%	113
Own Home	74%	108
Use Financial Planner/CFP/Advisor	14%	120
Buying Style: "Buyers of the Best"	30%	152



Saturday Evening Post Readers are Influentials. They index highly at all levels of social and civic engagement.



Influentials	231
Written Letter to Paper/Magazine or Called Radio/TV show	236
Written or Called any Politician	224
Attended a Political Rally, speech or Organized Protest	251
Served as an Officer for Club/Organization	206
Worked for a Political Party	272
Been Active Member of Group to Influence Public Policy/Gov't	122
Participated in Environmental Groups/Causes	105

Source: 2013 GfK MRI Spring

2014 Rates

**THE SATURDAY EVENING
POST**

4-Color	1x	3x	6x
2-Page Spread	\$38,160	\$36,260	\$34,440
Full Page	\$20,090	\$19,090	\$18,130
2/3 Page	\$14,160	\$13,450	\$12,780
1/2 Page	\$10,570	\$10,040	\$9,540
1/3 Page	\$6,970	\$6,620	\$6,290
1/4 Page	\$5,280	\$5,020	\$4,770
1/6 Page	\$3,600	\$3,410	\$3,240
Cover 2	\$22,320	\$21,210	\$20,150
Front Fly Leaf	\$22,320	\$21,210	\$20,150
Cover 3	\$21,150	\$20,090	\$19,090
Cover 4	\$23,630	\$22,440	\$21,320
TOC	\$22,320	\$21,210	\$20,150
BRC Insert *	\$16,070	—	—
B/W			
Full Page	\$16,070	\$15,270	\$14,500
2/3 Page	\$11,330	\$10,760	\$10,230
1/2 Page	\$8,460	\$8,030	\$7,630
1/3 Page	\$5,580	\$5,310	\$5,040
1/4 Page	\$4,220	\$4,020	\$3,810
1/6 Page	\$2,870	\$2,730	\$2,600

2-color - Add 15 % to B/W rate

RATE BASE: 350,000

BRC INSERT POLICY:

The Saturday Evening Post requires that all advertiser-supplied bind-in cards and inserts include a printed stub/hanger. Our standard policy requires that no white, unprinted stubs be inserted within our magazine. As such, advertisers are urged to consider one of the following options:

- 1) Advertiser is encouraged to print a complementary message on the stub referencing their ad/insert. Since this stub counts as an additional advertising message per USPS periodicals regulations, a modest fee will apply.
- 2) Advertisers are encouraged to print a PSA (public service announcement) on this insert stub at no additional charge.
- 3) In some pre-planned cases, the Post may be able to make use of this space and pay the appropriate production and printing expenses, in addition to an appropriate fee. Please ask your sales representative for more information.

As always, we will work with you to determine the best solution to meet your needs and to maximize the effectiveness of your ad/insert.

* Standard BRC Inserts are 2-sided 4x6, all other configurations \$325/sq in.

2014 Advertising Production Schedule*

Issue	Space Close	Material Deadline	Supplied Inserts	In Home/On Sale
January/February	11/29/13	12/06/13	12/10/13	1/14/14
March/April	1/17/14	1/24/14	1/28/14	3/04/14
May/June	3/14/14	3/21/14	3/25/14	4/29/14
July/August	5/16/14	5/23/14	5/27/14	7/01/14
September/October	7/18/14	7/24/14	7/29/14	9/02/14
November/December	9/19/14	9/25/14	9/30/14	11/04/14

* For Inserts (BRC) that SEP prints, files are due one week before issue space close date listed above. SEP will notify sales representatives of extensions of close dates, if they become necessary and/or available.

Ad Specifications

THE SATURDAY EVENING
POST

ROB Ad Specs

Ad Size	Live	Bleed	Trim
2-Page spread	15 1/2" X 10"	16 1/4" X 10 3/4"	16" X 10 1/2"
Full Page	7 1/2" X 10"	8 1/4" X 10 3/4"	8" X 10 1/2"
2/3-Page vert.	4 5/8" X 9 5/8"	5 3/4" X 10 3/4"	5 1/2" X 10 1/2"
1/2-Page vert.	3 7/16" X 9 5/8"	4 9/16" X 10 3/4"	4 5/16" X 10 1/2"
1/2-Page horiz.	7 1/8" X 4 3/4"	8 1/4" X 5 7/8"	8" X 5 5/8"
1/2-Page spread	15 1/8" X 4 3/4"	16 1/4" X 5 7/8"	16" X 5 5/8"
1/3-Page vert.	2 1/4" X 9 5/8"	3 3/8" X 10 3/4"	3 1/8" X 10 1/2"
1/3-Page sq.	4 5/8" X 4 3/4"	5 3/4" X 5 7/8"	5 1/2" X 5 5/8"
1/4-Page sq.	3 7/16" X 4 3/4"	4 9/16" X 5 7/8"	4 5/16" X 5 5/8"
1/6-Page	2 1/4" X 4 3/4"	3 3/8" X 5 7/8"	3 1/8" X 5 5/8"

For additional specifications, visit saturdayeveningpost.com



Shopper Ad Specs & B/W Rates*

1 Inch	\$340	4 1/2 Inch	\$1,540
1 1/2 Inch	\$510	1/6 Page	\$1,710
2 Inch	\$690	1/3 Page	\$3,110
2 1/2 Inch	\$860	1/2 Page	\$4,670
3 Inch	\$1,030	2/3 Page	\$5,620
3 1/2 Inch	\$1,200	Full Page	\$7,790
4 Inch	\$1,370		

* Add 15% for 2-process color, 20% for 3-process color, and 25% for 4-process color to B/W Shopper Rates.

- Special advertising units available.
- Regional and local market buys available.
- Please consult your sales representative for details.

To send insertion orders and ad files, or for information, contact:

Cathy Fitzgerald
Advertising Administrator
c.fitzgerald@satevepost.org
800-558-2376 x 210

Submission Instructions

PRODUCTION SPECIFICATIONS: Heat Set Web Offset; Saddlewire Stitched; 133 Line Screen; AAAA-MPA Process Inks

REQUIRED DATA FORMATS FOR ADS: Press Optimized Portable Document Format (PDF_X1a)

MEDIA & LABELING REQUIREMENTS: File can be transferred electronically to our ftp site, via e-mail, or placed on a CD and sent to us. A text document or PDF file containing the publication name, issue date, agency name, agency phone number, contact person name and phone number, advertiser, vendor name, and file name/number should be provided with the file.

PROOFS: "Hard" proofs are no longer required but will be utilized if provided.

CREDIT AND COLLECTION POLICY: Publisher may require first-time advertisers to submit payment for advertising and a credit application prior to the publication of their advertisement. Agency and advertiser are jointly responsible for all costs relative to the collection of late payments. If an account is placed with a credit and collection agency or attorney for collection, all commissions and discounts will be rescinded and the full advertising rate shall apply. Payments are due within 30 days following billing and receipt of tear sheets. Production charges are not agency commissionable.

THE SATURDAY EVENING POST

LICENSING NEWSLETTERS CONTACT US SUBSCRIBE SHOP

Turn a New Page with America's Favorite Magazine!
Investigative Reporting. Inspiring Stories. Classic Humor and Art.
NOW AT EXCEPTIONAL SAVINGS!

HOME | IN THE MAGAZINE | ART & ENTERTAINMENT | HEALTH & FAMILY | HUMOR | ARCHIVES | GALLERY |

The Rock Star
A friend gave my book to a rock star and the rock star emailed to invite me over for a chat. This was wonderful news. Rock stars have fans and books need to be promoted.
[Read More](#)



[1](#) [2](#) [3](#) [4](#) [5](#)

CURRENT ISSUE

EDITOR'S CHOICE





Investing in Currencies
Diversifying the dollar has never been easier—but be careful out there.... [More](#)



John F. Kennedy, In Memoriam
As an entire country lay in mourning in 1963, the Post released a special tribute issue to the father president just weeks after his death.... [More](#)

FOLLOW US



Keep Us Posted!
JOIN THE POST READER PANEL! [JOIN NOW!](#)

MOST POPULAR **RECENT COMMENTS**

- Norman Rockwell
- How Doctors Die
- Rockwell—1950s
- 'Sucker' by Carson McCullers
- Rockwell—1920s
- Treating Peripheral Neuropathy with Meaxin
- Submission Guidelines

HUMOR

- Class Inaction
- July/August 2013 Limerick Laughs Contest Winner and Runners-Up
- Join The Post Reader Panel
- Cartoons: Say What?
- Cartoons: The Great Outdoors
- [Read more »](#)

CARTOONS



Cartoons: Say What?
A slip of the tongue, drowning in jargon, unpronounceable names. Expressing yourself is not always easy.

[Read more »](#)

PINS WE LOVE



[More Pins](#)

ART & ENTERTAINMENT

- Top 10 Autumn Reads
- Sotheby's to Auction Three Norman Rockwell Masterpieces
- Fall Cover Rewind: Vote for Your Favorite Post Atwork!
- Book Review: *The Sweetest Hallelujah*
- Book Review: *High Price*
- [Read more »](#)

FOOD

- Christy's Cooked Greens
- Berry Nutty Breakfast Parfait
- Zion Canyon Lavender Pound Cake
- Baked Chilaquiles with Beans and Corn
- Flamin' Brocs
- [Read more »](#)

MEDICAL UPDATE

- Throat Soothers
- Unclogging Congestion
- Health Nuts
- Men and Breast Cancer: The Facts
- Heal Cold Sores, Naturally
- [Read more »](#)

OLDER ISSUES

- May/June 2013
- March/April 2013
- January/February 2013
- November/December 2012
- September/October 2012
- July/August 2012
- May/June 2012

NORMAN ROCKWELL



Rosie the Riveter
Mary was a 19-year-old phone operator in Arlington, Vermont, when Rockwell called and asked if she wouldn't mind posing for the soon-to-be iconic cover.

[Read more](#)

Visit the Norman Rockwell gallery.



THE SATURDAY EVENING POST

About Submission Guidelines Privacy Policy Children's Magazines

Contact Us Newsroom Disclaimer *Turtle Magazine*

Advertising Subscription Fraud Information *Humpty Dumpty*

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TRAFFIC

63,804 unique visitors
78,174 cumulative visitors
162,711 monthly page views
8,564 opt-in e-mail subscribers

Source: Google Analytics

Banner Web Ads	Size	ROS CPM	Targeted CPM
1/2 Page	300x600	\$30	\$36
Medium Rectangle	300x250	\$20	\$24
Wide Skyscraper	160x600	\$20	\$24
Square Button	125x125	\$10	\$12
3:1 Rectangle	300x100	\$8	\$10
Leaderboard	728x90	\$8	\$10

- Targeted content includes Home Page, Run of Section, Run of Subsection, Page Specific and Rich Media
- Content and links subject to approval.
- Rates subject to change without notice.
- 15% agency commissions to recognized agencies only.

SECTIONS:
In the Magazine
Art
Humor
Fiction
Lifestyle
Archive

Digital Specs



Ad Unit	Pixel Dimensions	File Size	Rich Media Size	Animation Time
1/2 Page	300x600	40k	40k	3 frames & 30 sec. max w/3 loops
Medium Rectangle	300x250	40k	40k	3 frames & 30 sec. max w/3 loops
Wide Skyscraper	160x600	40k	40k	3 frames & 30 sec. max w/3 loops
Square Button	125x125	40k	NA	NA
3:1 Rectangle	300x100	40k	40k	3 frames & 30 sec. max w/3 loops
Leaderboard	728x90	40k	NA	3 frames & 30 sec. max w/3 loops
1/2 page Newsletter	300x600	40k	NA	NA Note: 3rd party tracking on clicks only

Tracking All creative must use ClickTag (see Flash requirements below)

Optimization All ads must be optimized for the web (72 dpi)

Borders All ads require a 1x1 border.

Third Party Ads Are Acceptable

Submission deadline 5 days

RICH MEDIA

FLASH: SATEVEPOST.org accepts up to Flash 9.0. Clients must modify their action scripting for click-tracking to be provided by Saturdayeveningpost.com. Documentation will be provided upon request.

A back-up GIF must accompany the file for those users unable to see the Flash creative.

If sending the Flash creative itself, the following information MUST be sent:

1. SWF file
2. ClickTag instructions
3. Back-up GIF
4. Note the "opaque" parameter within the object to ensure that the Flash Ad will appear behind Eye blaster ads.
<PARAM NAME=wmode VALUE="opaque">

ANIMATION: Animation GIFs are acceptable with a 3 loop maximum and a .swf unlimited. Flash Frame Rate must be less than 18 frames per second. 3 Frames and 30 second maximum animation, including 3 loops.

SOUND: Any sound must be user initiated, defined by a click and clearly labeled with "Play" and "Stop" controls.

LINKING INFORMATION: Every ad displaying a URL must have both a working URL and a text alternative. Creative is only allowed one click-thru URL. URL must open within another window and NOT leave Saturdayeveningpost.com

EXPANDING ADS

- Expanding ads are subject to frequency capping.
 - o Non user-initiated expanding ads are accepted on a case-by-case basis and if accepted are frequency capped at one per user per 24 hours.

- User-initiated standard ad units expand beyond standard size on mouse-over and must include language to indicate rollover functionality, such as, "roll over to learn more" or "roll over to expand".
- Must have a PROMINENT "CLOSE" button on an opaque background, not less than 10-point type, in the upper right hand corner of the floating ad.
 - o Exception: Expanding ads may only be viewed on certain browsers and operating system platforms. SATEVEPOST.org will test expanding ads and will not show the ad for any browsers or operating systems where the technology causes system instability.
- Expanding portion MUST automatically close when the user's cursor moves off the ad.
- Expanding leaderboards MUST expand down.

FLOATING ADS

- Non-user initiated floating ads must close within 15 seconds.
 - o Home Page Only: Must close within 7 seconds.
- All animation within the resolving ad unit must self terminate within 30 seconds.
- Frequency caps are required. One floating ad per user per 24 hours.
- Background must be opaque.
- All floating ads must have a PROMINENT "CLOSE" button on an opaque background, not less than 10-point type, in the upper right hand corner of the floating portion of the ad.

Sales Representatives

THE SATURDAY EVENING
POST



DISPLAY ADVERTISING

ADVERTISING DIRECTOR

Alex Durham
317-252-0940
a.durham@saturdayeveningpost.com

EAST COAST

Tom Buttrick
Account Manager
917-421-90
t.buttrick@jamesgelliott.com

WEST COAST

Craig Miller
Account Manager
213-596-7228
c.miller@jamesgelliott.com

DIRECT RESPONSE

EAST COAST

Ilyssa Somer
Account Manager
917-421-9055
i.somer@jamesgelliott.com

Pamela Pagan
Account Manager
917-421-9043
p.pagan@jamesgelliott.com

MIDWEST

Chariya Milindawad
Account Manager
312-348-1201
c.milindawad@jamesgelliott.com

WEST COAST

Kim McGraw
Account Manager
213-596-7215
k.mcgraw@jamesgelliott.com

